

## Message Text

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65

ORIGIN EB-07

INFO OCT-01 EUR-12 ISO-00 FTC-01 COME-00 TRSE-00 CIAE-00

INR-07 NSAE-00 /028 R

DRAFTED BY EB/CSB/BP:WBLOCKWOOD:BT

APPROVED BY EB/CSB/BP:HARVEY J. WINTER

FTC:MFOLDES

EUR/WE:EBEIGEL

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R 051950Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

INFO USMISSION OECD PARIS

UNCLAS STATE 184573

E.O. 11652: N/A

TAGS: ETRD, FR

SUBJECT: FTC INVESTIGATION OF DIOR-CHANEL JOINT VENTURE TO  
MARKET PERFUMES IN U.S.

REFERENCE: PARIS 18441

1. AS INDICATED REFTEL, FEDERAL TRADE COMMISSION (FTC)  
INFORMS THAT IT IS CONDUCTING A PRELIMINARY INVESTIGATION  
INTO THE MARKETING ACTIVITIES BY THE U.S. SUBSIDIARY  
CHRISTIAN DIOR PERFUMES CORP. OF THE FRENCH FIRM MOET-  
HENNESSY. FTC IS LOOKING INTO A REPORTED AGREEMENT BETWEEN  
CHRISTIAN DIOR AND CHANEL, INC., WHEREBY CHANEL IS TO BE THE  
EXCLUSIVE DISTRIBUTOR OF DIOR PRODUCTS IN THE U.S. THE  
INVESTIGATION IS TO DETERMINE WHETHER THESE ACTIVITIES VIOLATE  
SECTION 5 OF THE FTC ACT. SINCE THE MATTER IS IN  
INVESTIGATORY STAGE ONLY, FTC CANNOT PROVIDE FURTHER  
DETAILS AT THIS TIME, NOR IS IT POSSIBLE TO TELL WHETHER OR  
NOT ANY ACTION WILL RESULT. ALTHOUGH PARTIES ARE ALREADY  
AWARE OF INVESTIGATION, REQUEST THAT EMBASSY INFORM  
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MINISTRY OF FOREIGN AFFAIRS OF THE MATTER PURSUANT TO 1967

OECD AGREEMENT ON NOTIFICATION AND COOPERATION.

2. REFTEL TRANSMITTED QUESTIONS WHICH ALAIN CHEVALIER,  
EXECUTIVE VP OF MOET-HENNESSY HAS CONCERNING INVESTIGATION.

HIS COMMENTS AND QUESTIONS HAVE BEEN REFERRED TO THE FTC  
BUREAU OF COMPETITION FOR CONSIDERATION. PLEASE INFORM  
CHEVALIER THAT HIS VIEWS WILL BE TAKEN FULLY INTO ACCOUNT  
BY FTC AND A REPLY ON HIS SPECIFIC QUESTIONS WILL BE SENT  
TO HIM DIRECTLY FROM THE BUREAU OF COMPETITION. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** FOREIGN MARKETS, COSMETICS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 05 AUG 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975STATE184573  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** WBLOCKWOOD:BT  
**Enclosure:** n/a  
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**Errors:** N/A  
**Film Number:** D750270-0823  
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**Handling Restrictions:** n/a  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN EB  
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**Secure:** OPEN  
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**Subject:** FTC INVESTIGATION OF DIOR-CHANEL JOINT VENTURE TO MARKET PERFUMES IN U.S.  
**TAGS:** ETRD, FR, US  
**To:** PARIS  
**Type:** TE  
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